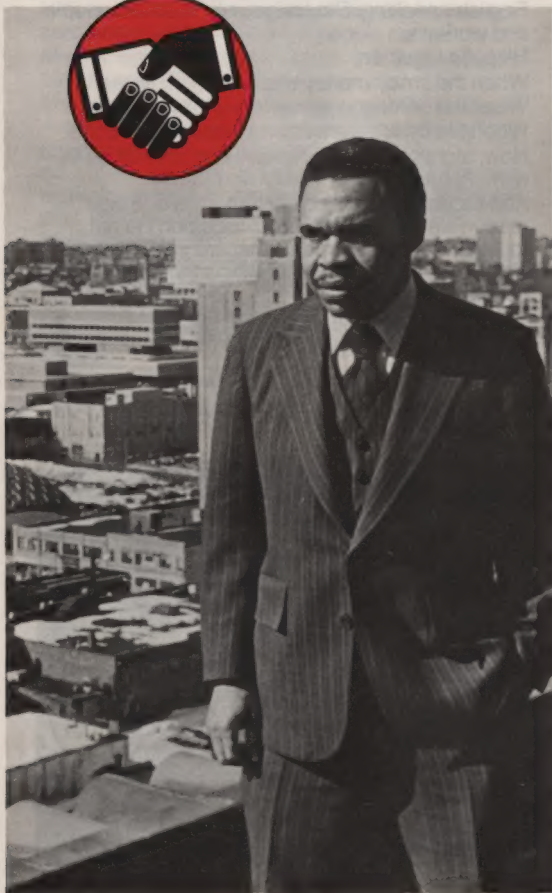


Re-Elect
**Mayor
Gibson**
He put it
together.



Ken Gibson
put together...

the people of
Newark.

Of all the building that Ken Gibson has done in Newark, one accomplishment stands out above all. His bridge-building between people. Black and white. Poor and middle class. Hispanic and English-speaking. Old and young. Business people and workers.

He put it together.

When the smart money was writing off Newark.

When the demagogues were exploiting our pain.

When the cynics were saying it couldn't be done.

Now, eight years later, Newark is a city well on its way. To harmony. To vitality. To rebirth.

Ken Gibson's quiet kind of strength is one big reason we were able to do it. Together. He put together accomplishments that are improving the life of our people. And astonishing the people who counted us out.

Yes, Ken Gibson put it together. For us.

Isn't that reason enough to make him Mayor again?



Ken Gibson
put together ...

more jobs for the people who live in Newark.

We're happy to see all kinds of economic activity in the city. But the kind that Ken Gibson has pushed for has benefited the people who live in Newark. Not just people who make a living here.

He's focused on bringing in construction jobs and permanent jobs that Newark people can get.

Almost half of the Meadowlands that was vacant in 1967 is now developed and booming.

The Newark Economic Development Commission — a Ken Gibson idea — is now the sparkplug for rebuilding jobs in transportation, finance, education, industry and government. The Mayor's active lobbying has resulted in having 16,900 local jobs, 6,600 federal jobs, and 8,600 state jobs located in Newark.

Since 1970, three new hotels have opened. The Pru has invested \$81 million in 10 years. Public Service is building a 27-story office building. Retail sales are up. Confidence and investment are up solidly.

Sure, we still need many more jobs.

But Ken Gibson is one big reason why they're coming in.



Ken Gibson put together...

a housing program and got it built.

High up on Ken Gibson's priorities is more and better housing for Newark.

And he's well on the way to getting it done.

Since 1970, more than 3,752 new units have gone up and 2,033 units have been rehabilitated.

Another \$65,000,000 worth of housing is under construction right now.

And 2,954 more units are on the drawing boards.

Included in this has been 1,374 completed units that were desperately needed by senior citizens.

Housing that costs them just 25% of their income, no matter how little that is.

Yes, Ken Gibson is building. Housing. And confidence.



Ken Gibson put together...

a sharp drop in crime.

Remember when Newark was number one in the uniform crime reporting statistics. That was just seven short years ago. Today, after two Gibson administrations, here are the amazing facts:

Serious offenses are down 16% since 1971.

Violent crimes dropped by 23%.

Newark fell from first to 25th in crime among all major U.S. cities. Safer than Phoenix, Honolulu, Tuscon, Boston, Albuquerque, Oakland, Sacramento, Miami, Dallas, San Francisco and many other cities.

Our police are professionals. And dedicated. And much more reflective of our community (minority officers rose from 145 to 389 in the Gibson years). That's real progress where it really matters.



Ken Gibson
put together...

the finest
fire department
in America.

That's right. The finest in the U.S.A.

Just ask the experts, the people who really know.

The leading National Fire Defense Rating organization has said the Newark Fire Department was "second to none" in the nation. The National Fire Protection Association awarded the NFD first prize in a nationwide competition for promoting fire prevention.

And the fleet of engines is being upgraded all the time. There have been 48 new pieces of equipment just since 1970.

Result: total building fires are down 50% since 1972. Fire deaths are down 50% in the same period of time (the lowest number of deaths in 17 years). And vacant building fires are down 35% in the same period.

That's what can happen when a mayor sets an example of excellence.



Ken Gibson put together...

a healthier Newark.

How's this for a clean bill of health for Newark:
No lead poisoning deaths during the Gibson
administration.

Infant mortality was cut in half. So was TB. And VD
dropped 80%.

The supplemental feeding program for women,
infants and children now feeds more than 7,000
clients per month. 1,141 seniors are fed at 12 sites
every day. And more than 30,000 meals are served
each day to youngsters during the summer.

There is a network of 7 neighborhood health
centers. And more on the way. Including a
\$4 million Public Health Service building in
downtown Newark that will include a central
Newark Health Center. There are first aid stations
and ambulances in all the firehouses, responding
to over 100 calls a day.

And the Medicaid waiver program is bringing
quality health care to thousands in lower and
middle income families who did not qualify
in the past.

All since Ken Gibson took office.



Ken Gibson
put together...

a great
recreation program.

Ken Gibson knows there's more to life than earning a living.

Especially if you're a young person with nowhere to go and nothing to do.

That's why he's placed such strong emphasis on recreational facilities and programs. So much emphasis, in fact, that spending on recreation has gone up 1,000% in just 8 years. There are five new parks. And seven more under construction.

Ken Gibson is also making great use of a great recreational resource: the Newark Watershed. During the summer months, 5,200 young people use the facility. At other times, there are programs in rock climbing, boating, hiking, ice skating, skiing, tobogganing and other winter sports. This year, there will be 30 weekends of encampment for young people from every ward, and for the handicapped and elderly.

A \$6.5 million open spaces program has been launched.

We have a new \$1 million swimming pool.

And so much more.

Just for the fun of it.



Ken Gibson put together...

big tax reductions.

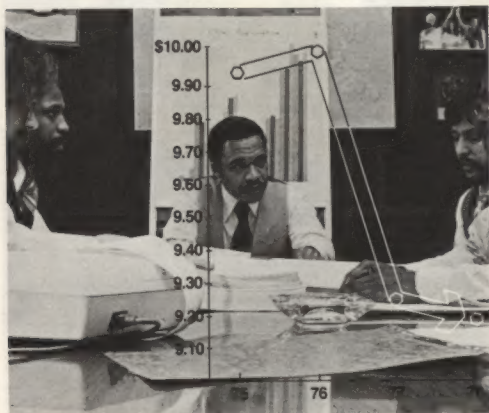
If you pay taxes in Newark, this won't be news to you.

The tax rate dropped from \$10 in 1976 to \$9.25 last year. The payroll tax was reduced from 1% to $\frac{3}{4}\%$. The cost of city government per person dropped in the 10 years since 1967 from \$360.41 to \$283.26. Even while inflation was driving up costs tremendously during the same period.

The city's deficit was \$4.8 million three years ago. In 1976 there was a surplus (\$2.65 million). In 1977, there was a cash surplus of \$20 million. In 1967, the city had a short term debt of over \$22 million. Today it is almost zero. In 1975, Newark was unable to even get bids on its bond offerings. Last year, we sold \$18 million in bonds at a very attractive rate. Lower taxes. Better management. That's why Moody's investment service upped Newark's credit rating one full notch.

The reasons for all this is Ken Gibson's relentless pursuit of funds from outside the city. To take the load off our homeowners and businesses. In 1967, property taxes paid 67% of city government costs. In 1977, it was just 29%.

Match that with the Mayor's tight-fisted management of the city budget, and you see a solid fiscal future for Newark.



Ken Gibson put together...

better schools.

No one claims that Newark's schools are everything they should be. In fact, Ken Gibson isn't satisfied and he is committed to real improvement. However, there has been progress during the Gibson years. Real progress.

The continued decline in reading and math scores has been stopped. There are now modest annual gains. Most important, there have been dramatic gains in test scores in the early grades. That means dramatic progress in all grades in the years ahead. Other signs of success: high school graduates going on to college increased from 45% in 1967 to 60% in 1977. Full compliance with the immunization laws (almost 3,000 youngsters innoculated last year). Full certification of all teachers in the system. And the correction of 4,000 errors in the employee master file.

With better education has come better school buildings — \$52 million worth in new schools, expanded facilities and rehabilitation.

Yes, we have a long way to go.

But on education, Ken Gibson goes right to the head of the class.



Ken Gibson put together...

a better life for seniors.

In the past eight years, it's a lot better to be growing older in Newark.

Because of five free hot lunch centers for seniors. And medical check-up activities right at the lunch sites.

And a fleet of new mini buses in all five wards that carry seniors free wherever they need to go.

And three new senior citizen activities centers in North Newark, Ironbound and Weequahic.

It's all being coordinated by the Office of Elderly Affairs set up and strongly backed by Mayor Gibson.

For the people who gave us so much.
For so long.



Gibson for Mayor Headquarters
837 Broad Street
Newark, New Jersey 07102
201-624-2825

Help

Ken Gibson

keep it together.

Vote for continued
progress in Newark
on May 9.

**Vote for
Mayor Gibson A-4.**

Paid for by K.A.G. Re-election Committee, Harold Hodes, Treasurer.



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